

Appendix CC.

Background or 'Project Specifics' – Application MF084/T2

To improve the public realm within the 11 subways that connect the B4286 (Afan Way) with the NPT Hospital and Superstores, and the A4241 to the river Afan and 'Blanco's', by developing a series of street art murals.

This bid is part of a more complex initiative which celebrates Port Talbot's rich cultural and industrial heritage. It has evolved through the local Councillors working in partnership with high calibre urban street artists, the South Wales Police and Youth Homeless Team.

The funding will be used to extend the 'PT Art Walk' App project by including underpasses that are currently disfigured by offensive graffiti, underpasses that look tired and are not welcoming to pedestrians, cyclists, visitors and the wider community.

The need for this initiative builds upon the popularity and interest triggered by the arrival of 'Season's Greetings' by Banksy in 2018. A street art trail and smartphone app has been developed which has identified Port Talbot as an emerging hub and visitor destination for street and urban art enthusiasts. This initiative will combine the skills of the very best urban street artists and 'Theatr 3' will coordinate and oversee the project as a whole.

The proposal will investigate various art designs that will recognise the icons of the town, culture, industry and people. Consultation will be held on a number of options through social media and focus groups, as a means of arriving at the preferred designs and visual focal point. It is intended to create a series of murals at the heart of Aberafan and Baglan Moors.

Success with this proposal will lift local morale and engender a sense of pride in place. The project overall will demonstrate how Port Talbot's industry and culture complement each other.

Advice has been taken from 'Street Care' Services and the scheme has no further financial implications for NPTCBC. The finished art work will be protected by an anti – vandal lacquer and any defacement will

be skilfully erased by the local artists who were originally involved in the project, as they will be familiar with the paints and the colours used.

Recommendations

The project is valued at £19,990.00, which is the full cost of design, delivery consultation, the commission, photography, paint and protective lacquer. The Applicants, Councillor Nigel Hunt and Councillor Scott Bamsey would each wish to use the whole of their Members Fund allocation to support this project

The project proposal is recommended for approval and financial support under the Members Community Fund.